



The MACKEREL

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ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise Jebesen & Jessen's sea-faring history and growth to become a leading distribution, manufacturing and engineering group. The ripples reflect the expanding and international character of our family enterprise and the communication function of this newsletter.

Our First Sustainability Report

Jebesen & Jessen Group's commitment to self-accountability and transparency culminates in the publication of our 2022 sustainability report

By Nina Jessen, Singapore



Scan to download the report:



Oct 2023 Titled 'Our Mackerel Spirit: Navigating the Currents of Sustainable Development as a Family Business in South East Asia', Jebesen & Jessen Group's inaugural sustainability report consolidates the Group's initiatives and milestones in our 30-year sustainability journey and highlights key priorities for the coming years. It includes data-driven insights into the measures we are taking in the areas of economic, environmental, social, governance, and family business at both the Group level and by Regional Business Unit.

The publication makes Jebesen & Jessen the first family business to utilise the Sustainability Indicators for Family Business (SIFB) as a framework for data gathering and reporting. SIFB is a component of the global initiative, 'Family Business for Sustainable Development' (FBSD), jointly crafted by the Family Business Network (FBN) and the United Nations Conference on Trade and Development (UNCTAD).

"I'm immensely proud of how far we've come, especially as a family-owned business. I signed the Family Business Sustainability Pledge in 2019 to cement our unwavering focus on providing customers with the utmost sustainability in its wider sense – social, economic, environmental, and institutional – in our products and services," said Heinrich Jessen, Chairman, Jebesen & Jessen Group.

"With a growing emphasis on corporate social responsibility, environmental sustainability, and ethical business practices over the years, we firmly believe that family businesses, with their enduring values and long-term perspective, are instrumental to sustainable development. Jebesen & Jessen Group is a great example, and with them being the first organisation to utilise the FBSD framework, we hope it will inspire others within the family business community to embark on their sustainability journeys," said Andrew Bryson, Chief Impact and Innovation Officer, FBN.

Some facts and figures from the report:

- In 2011, Jebesen & Jessen Group became the first industrial company in South East Asia to achieve 100% carbon neutrality under our carbon reduction and offsetting programme.
- In 2021, the Group offset 46,052 tonnes of greenhouse gas emissions through three climate protection projects proposed by the South Pole – an accredited carbon offset organisation.
- Jebesen & Jessen Packaging transitioned from using fossil fuels with the installation of a biomass boiler project in Vietnam, reducing our carbon footprint by an estimated 11,440 tonnes a year.

Details and stories are in the full report, which is now available for download.

HIGHLIGHTS

BUSINESS

First EV Fleet

Jebsen & Jessen Technology - Material Handling Division in Singapore leads the way in sustainability

By Geraldine Sue, Malaysia

Oct 2023 Jebsen & Jessen Technology - Material Handling Division (MHE) is pioneering the transition of the Group's service vehicles from conventional to electric. A fleet of seven vans has commenced operations, serving more than 300 customers all over Singapore.

MHE's fleet in Singapore is now fully electric, which lowers diesel fuel expenditure by 66% and reduces carbon emissions and vehicle maintenance costs. Most importantly, the initiative complements the Group's commitment to the Family Business Sustainability Pledge, which it signed in 2019.

"We are enthusiastic about proving that shifting to EV is feasible both operationally and cost-wise in Singapore. The business case is an advantage," shared Karl Tilkorn, Regional Director of Jebsen & Jessen Technology - Material Handling Division.

MHE's switch to EVs aligns with Singapore's target of achieving net-zero emissions by 2050 as part of its Long-Term Low-Emissions Development Strategy. An EV charging station has also been installed at the Jebsen & Jessen Technology office in Singapore, which benefits employees by allowing them to charge their cars on-site.



Serving More Customers in South East Asia

JJ-LAPP eShop expands to serve Thailand and Vietnam

By Samantha Ling, Malaysia

Visit the JJ-LAPP eShop:



Oct 2023 In line with its 'Reliably Connecting ASEAN' mission, JJ-LAPP's newly revamped eShop is now available in every country it operates in, recently going live in Thailand and Vietnam. This is part of the business unit's commitment to serve a growing customer base, particularly in these two countries.

The eShop's expansion aims to benefit businesses and customers across the region. Customers can now easily access the platform to explore an extensive range of products and services, and place

online orders more conveniently. JJ-LAPP dealers across the region can replenish stocks, access product information, and receive efficient support via the eShop. This makes it an omnichannel platform that unlocks new avenues for growth, strengthening the region's economic landscape.

The enhancements made to JJ-LAPP's eShop include a refreshed homepage design, a comprehensive product overview page, and improvements to the checkout experience.

BUSINESS

Fostering Success and Unity

Jebsen & Jessen Technology - Turf & Irrigation hosts transformative leadership conference

By Marcus Lye, Malaysia

Sep 2023 Jebsen & Jessen Technology – Turf & Irrigation (T&I) colleagues took off for a conference and team-building session from 6 to 8 September at Bangi Golf Resort in Malaysia.

As part of the three-day agenda, Regional Managers presented their findings and recommendations instead of the usual Country teams. The new dynamics sparked fresh dialogue and insights, charging the atmosphere with collaboration as discussions to explore new avenues for growth were carried out.

From tackling personal fears to problem-solving challenges, colleagues engaged in various activities that fostered teamwork, communication, and camaraderie. Bonds were forged and strengthened as colleagues explored emerging trends for the division and participated in robust discussions to drive new, innovative strategies.

“It was great to see the deep level of engagement and to experience the strong bond among all participants. Rooted in our purpose and values, there is only one way for us, and that is up,” shared Regional Director Philipp Hoffmann.

By all accounts, T&I colleagues emerged from the event with a shared vision for the future and a renewed drive to conquer new horizons in 2024!



A Frontrunner Through and Through

JJ-Lurgi secures a commanding position in the booming fatty alcohol market

By Siew King Juan, Malaysia

Sep 2023 For many people, everyday items like household detergents, washing liquids, fragrances and cosmetics are indispensable. What often goes unnoticed, however, is a fundamental ingredient that goes into all of them—fatty alcohols. A deep dive into the ingredients list of these items reveals the ubiquitous presence of sodium laureth sulfate derived from these chemicals.

Since the 1950s, JJ-Lurgi has pioneered the technology for driving fatty alcohol production. As the COVID-19 pandemic gave rise to heightened hygiene standards, demand for fatty alcohol rose exponentially. The surge led JJ-Lurgi to secure contracts surpassing US\$100 million to produce over 500,000 tonnes annually—an increase that equates to a 15% rise in global consumption.

JJ-Lurgi’s strategic deployment of its innovative technology, including the groundbreaking LP3™, has played a pivotal role in the division claiming the lion’s share of the market. Coupled with the concerted efforts of the sales and engineering team, working closely with Dr Armin Brandner, a specialist in Frankfurt, the division has positioned itself as an unparalleled leader in the fatty alcohol market. Looking ahead, the focus remains resolutely on the successful execution of projects.



Fatty alcohol plant in Dumai, Indonesia.

BUSINESS

Paving the Way Forward

Jebsen & Jessen Ingredients in Indonesia achieves GDP certification and is licensed to enter the pharma ingredients business

By Rudy Rusli, Indonesia

Oct 2023 Jebsen & Jessen Ingredients in Indonesia successfully obtained licenses from the Food and Drug Supervisory Agency (BPOM), marking the end of a six-month journey that began in April.

The business unit needed a Pharmaceutical Wholesaler (PBF) license and a Good Distribution Practice (CDOB) certification in order to be a licensed distributor of active pharmaceutical ingredients. This process began with an application for the PBF license in the wholesale trade of pharmaceutical ingredients for humans and animals which was successfully received in May with permanent validity given the company's continuation.

To qualify for CDOB certification, the business unit put in place standard arrangements on quality management, organisational and personnel management, building and equipment, operations, and self-inspection. These requirements were implemented with training to all parties involved in distributing pharmaceutical goods to end customers. In parallel, Jebsen & Jessen Ingredients in Indonesia must also have a licensed pharmacist responsible for Quality Control and Quality Assurance.

After BPOM reviewed the submitted documents and conducted a detailed on-site audit, the five-year CDOB license was awarded in October. With these licenses, Jebsen & Jessen Ingredients in Indonesia is now ready to enter the active pharmaceutical ingredients market!



Sustainability through Solar

Installation of solar panels on Jebsen & Jessen Packaging plants in Malaysia is ongoing as part of efforts to reduce carbon footprint

By Eric Lim, Malaysia

Sep 2023 As a pioneering adopter of the Family Business for Sustainable Development (FBSD) Initiative, Jebsen & Jessen Group keeps a keen pulse on its plants' emissions thresholds. The Group has 11 production facilities across Indonesia, Malaysia, Singapore, and Vietnam to look after, the majority of which belong to Jebsen & Jessen Packaging. They recently installed solar panels at their Sungai Buloh plant, the second location in Malaysia to harness the sun's power in their operations.

Since acquiring other facilities, such as PT Indo Tirta Abadi in 2020, Jebsen & Jessen Packaging has been installing solar panels at various sites to offset these emissions and utilise more green energy.

"Jebsen & Jessen is committed to reducing our carbon footprint. Over the next 12 months, similar solar roof systems will begin operating at three other plants in South East Asia," shared Chui Tau Siong, CEO of Jebsen & Jessen Packaging.



Jebsen & Jessen Packaging plant in Sungai Buloh, Malaysia.

EVENT

A Future Powered by Renewable Energy

JJ-LAPP's Regional Renewable Energy Segment annual meeting sparks discussions around the Group's sustainability goals

By Samantha Ling, Malaysia



Sep 2023 From 20 to 22 September, JJ-LAPP team members gathered at their Renewable Energy meeting on the serene island of Pangkor in Malaysia to make significant strides towards creating a better future for all. Unlike its predecessors, this year's meeting was enriched by the involvement of senior management members, adding depth to discussions.

John Hng, Head of Renewable Energy, quoted the late Mahatma Gandhi, "You must be the change you want to see in the world," emphasising our collective resolve to impact the industry positively.

The meeting addressed vital topics, including policy updates, a preview of 2024's budget, and strategies for efficiently managing large projects. These discussions provided fresh perspectives and guidance for handling larger-scale projects, ensuring JJ-LAPP's continued success in the renewable energy sector.

A Platform for Exchange

The meeting was a unique platform for representatives from six countries—Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam—to share their experiences, successes, and challenges in the renewable energy sector. The event spearheaded collective growth, helping countries overcome common hurdles and strengthen team bonds.



Celebrating Excellence

Adding a touch of glam to the event was an Awards & Appreciation Night to celebrate individuals whose dedication significantly impacted the division's Renewable Energy Segment. The recognition of outstanding achievers from across the region highlighted their unwavering commitment and inspired all colleagues.

Strengthening Bonds in Nature

In addition to the insightful discussions, a jungle trekking activity offered a chance for personal connection as participants explored the lush jungle on Pangkor Island together.

Reflecting on the meeting's success, Marc von Grabowski, CEO of JJ-LAPP, shared, "The meeting united six countries for our collective commitment to 'Grow Together Sustainably' and moving forward, we are optimistic about the opportunities ahead and are well positioned to continue creating a positive impact in the renewable energy industry."

INNOVATION

Synergising Industry and Academia

JJ-LAPP partners Suphanburi Technical College while Jebsen & Jessen Ingredients collaborates with Mae Fah Luang University to drive new innovations

By Samantha Ling, Malaysia and Benjaporn Kумыong, Thailand

Sep 2023 JJ-LAPP's goal to empower future generations with a passion and knowledge for sustainable energy has birthed the creation of the Solar PV Learning & Training Center, in partnership with Suphanburi Technical College. JJ-LAPP has also partnered with industry leaders like LAPP, Huawei, Trina Solar, and Clenergy to bring exceptional products and solutions to the college and create a state-of-the-art learning environment for students.

The Solar PV Learning & Training Centre is a testament to JJ-LAPP's unwavering commitment to contribute teaching and learning materials to foster knowledge exchange in the sector. Through the transformative power of knowledge-sharing and strategic collaborations, JJ-LAPP is unlocking possibilities with academia and preparing talents to lead in the ever-evolving field of solar PV power systems to create a brighter and more sustainable future.



Committed and dedicated: Meet the JJ-LAPP Thailand team in action.



Our special guest industry experts (left) with two MFU representatives (middle) and Jebsen & Jessen Ingredients Personal Care team (right).

Meanwhile, Jebsen & Jessen Ingredients in Thailand, a leader in cosmetic ingredient distribution, partnered with Mae Fah Luang University's School of Cosmetic Science to host the "MFU Cosmetic and Beauty Contest", to bridge academic excellence with the cosmetics science and innovation industry.

19 ambitious teams were given 12 mystery cosmetic ingredients, including Polyaquol, Covafresh IV, Suncat MTA, and more, and had two hours to create innovative sunscreen formulations and pitch their ideas. Judges included Jebsen & Jessen's Personal Care department experts and industry professionals from Unilever and International Laboratory Corp.

The winners were announced at an awards ceremony, with "Thatscreen Team" from Mae Fah Luang University taking first place. Runners-up included teams from Naresuan University and Mae Fah Luang University, with the latter and Phranakhon Rajabhat University also receiving honourable mentions. Jebsen & Jessen is committed to nurturing talent and innovation in the industry and looks forward to future collaborations with the university.



Mr. Somjit Srisompun, Director of Suphanburi Technical College, with the JJ-LAPP Thailand Team.

FAMILY ENTERPRISE

Embracing the Future

Sister company Jebsen & Jessen Hamburg's offsite meeting fosters proactive adaptation to upcoming headwinds and solidifies our unique corporate culture

By Carlotta Westphal, Germany

Sep 2023 CEOs and selected executives of the Hamburg Group gathered for an offsite meeting on 7 September to present their business case, focusing on opportunities, risks, and the overall strategic direction of various business units. Key discussions revolved around modern work environments, personnel development, and digitalisation, with a responsive stance to adapt quickly to future trends.

The meeting identified distinct priorities and objectives for each unit to be communicated and pursued by their divisions. There was a significant focus on integrating cross-sectional themes, ranging from mobile and office-based working styles to blending traditional philosophies with progressive work cultures.

After the meeting, a unanimous agreement to nurture a resilient corporate culture was reached. The culture aims to preserve a professional yet familial atmosphere, combining current trends with the flexibility and agility of a family business. This approach sets a promising path for Jebsen & Jessen Hamburg, aligning innovation with tradition.



CEOs and selected executives at the late summer offsite meeting in Hamburg, Germany.

Ushering in a New Vision

Sister company Jebsen Group's modern Beijing and Shanghai offices reflect their commitment to adapt and innovate in the evolving consumer market of Greater China

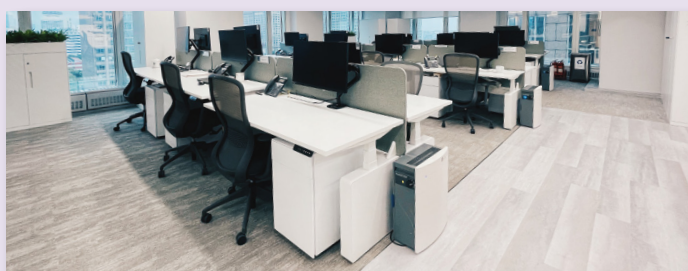
By Florence Li, China

Oct 2023 Sister company Jebsen Group has unveiled its new offices in Beijing and Shanghai, with innovative designs that align with their forward-looking vision.

Situated at Oriental Plaza on Chang'an Avenue, the Beijing office mirrors the design ethos of the Group's Hong Kong headquarters. It combines fixed and agile working spaces to foster collaboration. It is enhanced with digital capabilities such as flexible charging stations, facial recognition door access, and ergonomic workstations with monitor support arms and standing desks.

In Shanghai, the office is located in the LEED Platinum-certified Central Plaza on Middle Huaihai Road. It offers colleagues agile workspaces with plenty of collaboration areas and a multi-functional room for larger gatherings. The meeting rooms are named after 'Celestial Bodies', a theme chosen through employee voting, and symbolises the Group's pursuit of infinite possibilities and long-term vision.

"After over 25 years in previous locations, these new spaces are envisioned to inspire the 'mackerel spirit' of continual progress among employees," said Jebsen Group CEO Alfons Mensdorff.



New office in Beijing, China.



New office in Shanghai, China.

PEOPLE

In Memoriam

Nguyen An Trong

Technician

Jebsen & Jessen Packaging, Vietnam

By Quyen Luong, Vietnam

With a heavy heart, we announce the loss of our colleague, Nguyen An Trong, who met with a traffic accident on the night of 24 September. Trong was 36, and his sudden passing has left an irreplaceable void in our workplace and the lives of his family and friends. Known for his proactive nature and enthusiasm, Trong's dedication and willingness to go above and beyond made him an invaluable asset to our team. Earlier this year, Trong had participated in the Packaging Vietnam's Growth Mindset competition, designed as a platform for colleagues to share their stories of challenges and achievements. He was selected as one of five winners. In October, his family accepted the certificate in his honour. Beyond his professional life, he was a devoted husband and loving father to two young daughters. During this challenging time, we extend our heartfelt condolences and support to his grieving family.

**Bapak Dolyn Sitompul**

Sales Manager

JJ-Lurgi, Indonesia

By Lim Si Howe, Malaysia

It is with profound sorrow that we announce the passing of our esteemed colleague, Dolyn Sitompul, who passed away from cardiac arrest on 31 October. While Pak Dolyn had only been part of the Jebsen & Jessen family since March 2023, he quickly became a valued member of our team and will be greatly missed. We remember him as a great colleague and friend who contributed with enthusiasm, knowledge, and passion.



Senior Management Changes

Fajar Prasetyo

General Manager

Jebsen & Jessen Ingredients, Philippines

By Lim Siew Tin, Singapore

It is the Group's pleasure to announce the transfer and promotion of Fajar Prasetyo to General Manager of Jebsen & Jessen Ingredients in the Philippines, effective 1 Oct 2023. Fajar started his career as an intern with Jebsen & Jessen Ingredients in Indonesia. Over the last 12 years, he has successfully progressed from a sales executive to a department manager, leading the Performance Chemical team. Recently, he was appointed as Regional Portfolio Manager of the Performance Chemical Department as an added responsibility. Fajar graduated with a Chemicals Engineering degree from Diponegoro University and obtained his MBA from the University of Indonesia.



PEOPLE

25-Year Long Service Celebrations

Congratulations to all staff who celebrated their 25th work anniversary with the Group in Q3 2023!

By Lau Ching Peng, Malaysia, Wong Yee Hua, Singapore, and Pierre Courso, Thailand

Malaysia



Left to right: Heinrich Jessen, Batumalai A/L Ramasamy, Chui Tau Siong.

Batumalai A/L Ramasamy
Operator
Jebesen & Jessen Packaging, Malaysia



Left to right: Heinrich Jessen, Salmah Binti Mos, Chui Tau Siong.

Salmah Binti Mos
Operator
Jebesen & Jessen Packaging, Malaysia



Left: Heinrich Jessen. Right: Ho Shee Hou.

Ho Shee Hou
Assistant Production Supervisor
Jebesen & Jessen Packaging, Malaysia

Jul 2023 Jebesen & Jessen Packaging in Malaysia celebrated the 25th work anniversary of Batumalai A/L Ramasamy, Operator; Salmah Binte Mos, Operator; and Ho Shee Hou, Assistant Production Supervisor. CEO Chui Tau Siong sharing, "Salmah, Batumalai and two other colleagues used to stay in Kulai and joined the company when we started operations in the small town. Rather than spending hours on daily commute, they pooled their money together to rent a house near to the current factory and would only return to their families on the weekends. Batumalai rides his motorcycle, which takes him about 45 minutes each way. Thank you to all of them and to Ah Hou for their loyalty and dedication!"



Left to right: Mandeep Kaur, Cindy Fong, Per Magnusson.

Cindy Fong
Senior Administration Executive
Jebesen & Jessen Group, Malaysia

Over at Jebesen & Jessen Group in Malaysia, Cindy Fong, Senior Administration Executive, also celebrated 25 years with the company.

"Cindy started on 18 May 1998 as Administration Assistant. She embodies characteristics such as caring for the environment, inspiring others to be active and fit, and having a zest for life. We are grateful for her never-ending dedication to Jebesen & Jessen as well as her dependability and reliability," said Group Director of The Hub, Mandeep Kaur.

PEOPLE

Singapore



Left to right: Ng Bee York, Chui Tau Siong.

Ng Bee York
Die-Cut Operator
Jebesen & Jessen Packaging, Singapore

Oct 2023 Jebesen & Jessen Packaging Singapore honoured Ng Bee York, Die-Cut Operator, and Ng Chee Leong, Cutting Operator, as both veterans reached their 25-year mark with the Group.

Reflecting on their journey, CEO Chui Tau Siong said, "Both of them started their Jebesen journey as fresh-faced, enthusiastic individuals. Bee York is a quiet, efficient employee, who is well liked by her colleagues for her helpfulness. Besides establishing a career in this factory, she also found love here. Together with her husband Joo Huat, they do a daily motorcycle ride from their home in Johor, Malaysia.

"Chee Leong is another quiet achiever who is also willing to extend help whenever it is needed. I am glad to see him constantly learning, improving, and eventually earning his well-deserved promotion to be a supervisor. We thank them both for their unwavering perseverance and commendable spirit, which have undoubtedly contributed to the company's continued growth."



Left to right: Chui Tau Siong, Ng Chee Leong, Heinrich Jessen, Olivia Chua.

Ng Chee Leong
Cutting Operator
Jebesen & Jessen Packaging, Singapore

Thailand



Left to right: Per Magnusson, Komon Lomchantrasilp, Wife of Komon Lomchantrasilp.

Komon Lomchantrasilp
Regional Head for Business Operations
Jebesen & Jessen Ingredients, Thailand

Sep 2023 Jebesen & Jessen Ingredients is delighted to celebrate with Komon Lomchantrasilp, Regional Head for Business Operations, on his 25th anniversary with the Group.

"Through the years, Komon's career trajectory has been nothing short of impressive - evolving through roles from a department manager to his current responsibilities as Regional Head of Business Operations. It has been an honour working alongside him and, as a team, we look forward to celebrating many more career milestones together," said Pierre Courso, Regional Marketing Manager, Jebesen & Jessen Ingredients.

PEOPLE

The Amazing Race!

Jebsen & Jessen's Group creative event fosters resilience and unity among colleagues from across the region

By Ranjetha Kumar, Malaysia



Participants racing through Kuala Lumpur, Malaysia looking for clues to lead them to the next challenge destinations.

Sep 2023 This year's 'JJ Amazing Race' event saw participants from seven countries converge in Malaysia for a medley of challenges, encompassing physical and cerebral puzzles that resonated with the five tenets of the group's Health & Wellness programme: Environmental, Financial, Mindfulness, Physical, and Social.

The race also featured fear-confronting challenges, a "teh tarik" challenge, and a brain-freezing "cendol"-eating contest. Our participants exhibited resolve and sportsmanship, embodying the quintessential "Mackerel spirit" while they kindled new friendships. Standout moments from the race include a mascot-making challenge using recyclable materials, which tested the participants' creativity in conveying meaningful environmental-centric messages in their creations.

When the organisers announced a dance battle, participants immediately let loose and grooved to the beat, showcasing their moves. Participants enjoyed the dedicated locations, which provided insights into the culture and history of Malaysia, enabling them to appreciate the local heritage. The event culminated in an enjoyable dinner to end the night meaningfully.

Olivia Chua, Group Health & Wellness Chairwoman, shared, "This year's Amazing Race challenge was to take our participants outside of their comfort zone. The previous years focused on a specific strength and may give certain leverage to some individuals. Using a mix of challenges, the teams needed to work together and combine their strengths. With the five-pillar challenge, we ensured that priority is given to each pillar and each team had to showcase their creativity!"

Big kudos to each country's Health & Wellness Committee and colleagues for their dedication in organising an amazing event!

Watch the video to catch highlights from the event:



The winning team of the JJ Amazing Race accepting their trophy.

FEATURES

Meeting a Green Need in Tanjung Binerean

This year's Meet a Green Need trip took place on Indonesia's Tanjung Binerean Island, home to the Maleo bird and sea turtles

By Thipwadee Rattanaanantachote, Thailand

Aug 2023 18 volunteers from across Jebsen & Jessen Group, alongside Wildlife Conservation Society (WCS) staff, embarked on a mission to protect sea turtles and Maleo bird habitats. Their stay at the research centre in Tanjung Binerean, Indonesia was a far cry from luxurious resorts, providing a simple and truly nature-immersed experience devoid of modern amenities like the Internet.

Divided into two groups, the first team of volunteers constructed a boardwalk to protect wildlife spaces crucial to the Maleos while the second laid the foundation for a private sea turtle hatchery, safeguarding the eggs from human interference. Their efforts successfully transformed the area into a wildlife haven in just four days.



Jebsen & Jessen volunteers constructing a boardwalk.



Left: The group of 18 volunteers together. Right: Volunteers painting a mural at Mataindo village school.



Volunteers laying the foundation for a sea turtle hatchery.

Learning beyond construction

The volunteers engaged in enlightening discussions with WCS staff and a Dutch expert on natural history, gaining insights into Maleo conservation and egg identification techniques. They learned to make organic fertiliser and Hugelkultur farming, a practice taught by WCS to local villagers to help them reduce their reliance on chemical fertilisers.

The volunteers also participated in agroforestry planting, a sustainable agriculture practice to conserve biodiversity, improve soil quality, and reduce erosion. On the fourth day, they painted murals at Mataindo village school to raise awareness about the endangered species among children and the community.

The fate of the Maleos relies on the commitment of Sulawesi's people to protect this unique and spectacular species unique to their land.

Watch the highlights from Meet a Green Need 2023:



About Jebsen & Jessen Group

We are an ASEAN-focused industrial conglomerate with a diverse network of businesses spanning manufacturing, engineering, and distribution activities.

The five core business units - Cable Technology, Ingredients, Life Sciences, Packaging and Technology - are present in nine countries and deliver through various locations across Australia, China, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. Our 11 manufacturing facilities are in Indonesia, Malaysia, Myanmar, Singapore and Vietnam. Our 2,800 people work as one to develop meaningful products and services for the 20,000 customers we serve.

Jebsen & Jessen Group forms part of a global family enterprise that dates back to a trading partnership formed in Hong Kong in 1895. Beyond the region we are closely connected to a network of sister companies in Australia, Europe and Greater China.

For more information, visit www.jjsea.com